

**REMARKS**

In the Office Action dated May 5, 2006, the Examiner raises a number of objections and rejections to the specification and pending claims. First, the Examiner objects to the specification as including hyperlink and/or other browser-executable code, as well as the use of the term "EDGAR". Second, the Examiner rejects claim 14 under the judicially created doctrine of non-statutory obviousness-type double patenting. Third, the Examiner rejects claim 9 under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter that the Applicants regard as the invention. The Examiner next rejects claims 4, 6, 8, 10, 11 and 16 through 21 under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 5,958,008 to Pogrebisky, et al. ("Pogrebisky"). Finally, the Examiner rejects claims 5, 7, 9, 12 and 15 under 35 U.S.C. 103(a) as being obvious over Pogrebisky in view of Applicant Admitted Prior Art ("AAPA"). By way of the present amendment, Applicants hereby amend claims 4 and 8 through 10, with claims 4 through 21 presently pending. Applicants respectfully request reconsideration and withdrawal of the objections and rejections in light of the remarks below.

In addition to the substantive objections and rejections regarding the specification and claims of the pending application, the Examiner indicates that the Information Disclosure Statement filed on October 1, 2004 fails to comply with the 37 CFR 1.98(a)(2) because Applicants failed to provide copies of the listed prior art references WO 97/15018 and WO 97/29414. In response, Applicants submit herewith a new Information Disclosure Statement accompanied by copies of the WO 97/15018 and WO 97/29414 references. The Examiner is respectfully requested to enter the enclosed IDS into the record of the present application and to consider the provided references.

With regard to the specification, the Examiner asserts objections on the grounds of two informalities: (i) inclusion of embedded hyperlinks and other browser-executable code, and (ii) improper user of trademark “EDGAR” in the specification of the application.

With respect to the objection directed to the use of embedded hyperlinks, Applicants submit that these hyperlinks are not intended to be active links. It is these hyperlinks, rather than the contents of the site to which these hyperlinks are directed, which are part of the specification and it is necessary to have them included to comply with the requirements of 35 U.S.C. 112, first paragraph. To that end, Applicants submit that the hyperlinks can be disabled when the application is loaded onto the USPTO web database. Accordingly, withdrawal of this objection is respectfully requested.

With respect to the use of trademark objection, the Applicants submit herewith an amendment to the specification comprising replacement paragraph 27 in which trademark “EDGAR” is properly designated as a registered trademark, EDGAR® online. Accordingly, withdrawal of this objection is respectfully requested.

Regarding the rejection of claim 9 under 35 U.S.C. 112, second paragraph, due to an impermissible use of a trademarked term in an element of the claim, Applicants have amended claim 9 to remove the impermissible trademark term and have replaced the term with a functional description. No new matter has been added. Accordingly, withdrawal of this rejection is respectfully requested.

As indicated above, the Examiner rejects claim 14 under the judicially created doctrine of non-statutory obviousness-type double patenting. More specifically, the Examiner rejects claim 14 as being unpatentable over claim 1 of U.S. Patent No. 6,654,813 (the “’813 patent”), as well as claims 1 and 12 of U.S. Patent No. 6,735,585 (the “’585 patent”). Applicants

submit that both the '813 patent and the '585 patent share common ownership with the present application. The '813 patent is a parent of the present application, which is owned by Overture Services, Inc. pursuant to an Assignment recorded on Reel 015271, Frame 0635. The 6,735,585 patent is also owned by Overture Services, Inc. pursuant to an Assignment recorded on Reel 014394, Frame 0899.

Applicants submit herewith a terminal disclaimer signed by the attorney of record, which disclaims the term of any patent issued on the present application past the term of the '585 patent, which is the earlier filed of the two patents over which the Examiner is rejecting claim 14. Accordingly, withdrawal of this rejection is respectfully requested.

Turning now to the anticipation rejection, the Examiner asserts that claims 4, 6, 8, 10, 11, 13, 14 and 16 through 21 of the present application are rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 5,985,008 to Pogrebisky. Applicants respectfully traverse the rejection of these claims and request allowance regarding the same.

Specifically, Applicants submit that Pogrebisky does not anticipate independent claims 4 and 10, as amended, as well as independent claim 14, at least for at least the following reasons. Pogrebisky does not disclose a system comprising, *inter alia*, "an entity information database including information about entities that control one or more web page records; and a mapping database ... including information for mapping the web page records with respective entities" as recited by claim 4 as amended. Pogrebisky also does not disclose a method comprising, *inter alia*, "mapping the response to an entity associated with the response, wherein the entity controls one or more web page records," as recited by claim 10 as amended. In addition, Pogrebisky fails to disclose a method comprising, *inter alia*, "determining at least one

entity associated with the search query [and] determining at least one URL under the control of the entity,” as recited by claim 14.

Pogrebisky discusses systems and methods for facilitating the management and analysis of Web sites. Col. 2, lns. 1-3. The system includes web site scanning routines which use conventional web crawling techniques to gather information about the content objects (HTML documents, GIF files, etc.) and links of a web site via a network connection. Routines of the program use this information in turn to generate, on the computer’s display screen, a graphical site map that shows the overall architecture (i.e., the structural arrangement of content objects and links) of the web site. A user interface of the program allows the user to perform actions such as initiate and pause the scanning of a web site, zoom in and out of portions of a site map, apply content filters to the site map to filter out content objects of specific types, and save and retrieve site maps to/from disk. Col. 2, lns. 10-25. In summary, Pogrebisky discusses a web site mapping program that generates interactive graphical maps of the Web site layout.

By contrast, independent claim 4 of the present application is directed towards a system for providing a user with at least one response to a search query of the Internet. The system of independent claim 4 comprises a user interface, the user interface effective to receive a search query from a user and a web page record database connected to the user interface, the web page record database including a response to the search query. A search engine module is connected to both the user interface and the web page record database, the search engine module effective to search the web page record database for the response and an entity information database including information about entities that control one or more web pages. A mapping database is connected to the web page record database and the entity information database, the mapping database including information for mapping the web page records with respective

entities. Independent claim 10 comprises substantially similar elements cast as a method for providing a user with at least one response to a search query of the Internet.

Applicant asserts that the Examiner is incorrectly interpreting the terms “entity” and “mapping” as used by independent claims 4 and 10. With respect to the term “entity,” Pogrebisky states: “As used herein, a data *entity* (document, document component, etc.) that can be selectively retrieved from a web site.” Emphasis added. Similarly, Pogrebisky states that a document is “a collection of data that can be viewed using an application program, and that appears or is treated as a self-contained *entity*.” Emphasis added. Regarding the term “map,” Pogrebisky clearly states that a map “shows the overall architecture (i.e., the structural arrangement of content objects and links) of the Web site.” Col. 2, lns. 14-18. It is clear that the term “entity” as used by Pogrebisky refers to web site data structures or data objects at a web site, which are used to generate a graphical “map” of the content of a given web site.

Contrary to the use of the terms entity and map (or mapping) by Pogrebisky, independent claims 4 and 10 are not directed towards that generation of a graphical map of data objects at a web site but rather describe the mapping of web pages to entities that control the respective web pages. Similarly, mapping as claimed refers to the establishment of a relationship between a URL of a given web site and an entity that controls the given web site. Therefore, as used by independent claims 4 and 10, the term entity refers to the control of web pages by a company, an individual or the like, but not to a data structure or data object, as this term is used by Pogrebisky.

Similar to independent claim 4, independent claim 14 is also directed towards a method for providing a user with at least one response to a search query of the Internet. The method of independent claim 14 comprises the steps of receiving a search query from a user in

the form of a category selection, determining at least one entity associated with the search query, determining at least one URL under the control of the entity and displaying the URL to the user. As discussed in connection with independent claims 4 and 10, Pogrebisky is silent regarding determining at least on entity associated with the search query and determining at least one URL under the control of the entity. Accordingly, Pogrebisky fails to anticipate independent claim 14, which is allowable for at least the reasons presented in connection with independent claims 4 and 10.

In view of the foregoing, Applicants submit that the web site mapping system of Pogrebisky, which generates an interactive graphical representation of the layout of a web site, fails to teach or suggest the storage of information regarding entities that control web sites, and does not perform mapping between such entities and web sites that these entities control, as recited in independent claims 4, 10 and 14. Furthermore, the web site mapping system of Pogrebisky does not include an entity information database and a mapping database as recited by independent claim 4. Accordingly, the Applicants submit that Pogrebisky does not anticipate independent claims 4, 10 and 14. Applicants respectfully request withdrawal of the rejection and allowance regarding the same.

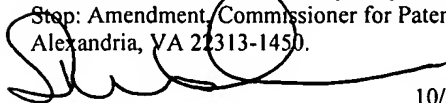
The dependent claims of the present application contain additional features that further substantially distinguish the invention of the present application over the prior art of record. Given the Applicants' position on the patentability of the independent claims, however, it is not deemed necessary at this point to delineate such distinctions.

For at least all of the above reasons, Applicants respectfully request that the Examiner withdraw all rejections, and allowance of all the pending claims is respectfully solicited.

To expedite prosecution of this application to allowance, the examiner is invited to call the applicants' undersigned representative to discuss any issues relating to this application.

Dated: October 5, 2006

I hereby certify that the correspondence attached herewith is being deposited this date with the U.S. Postal Service as First Class Mail with sufficient postage addressed to Mail Stop: Amendment, Commissioner for Patents, Box 1450, Alexandria, VA 22313-1450.



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10/5/2006  
Date

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